

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A unified shared business application system, comprising:
 - a unified portal for authenticating and authorizing user preferences and restrictions;
 - an enterprise function module, for providing a common customer identifier (CCI) for users associated with a plurality of business channels of a plurality of enterprises, wherein said the enterprise function module associates a CCI the common customer identifier associated with each enterprise to each user accessing said the unified portal, wherein said CCI the common customer identifier provides an indicium of priority for servicing an enterprise customer;
 - an integrated business applications system for integrating a plurality of business applications across products and services to produce integrated business applications in response to authorized user selections of at least one a business application from said the unified portal; and
 - a database warehouse for storing information associated with said the business channels of said the plurality of enterprises, each user, and said the products and services, wherein at least one of: said the unified portal, said the enterprise function module, said the integrated business applications system or said the database warehouse is implemented via a processor.
2. (Currently Amended) The unified shared business application system of claim 1, wherein said the enterprise function module associates a plurality of sub-enterprise entities associated with said the user.
3. (Currently Amended) The unified shared business application system of claim 1, wherein said the plurality of business channels comprises ~~comprise at~~

~~least one of:~~ a customer channel, a sales channel, an alliances channel, ~~[[or]]~~
and an internal operations channel.

4. (Currently Amended) The unified shared business application system of claim 1, wherein ~~said~~ the plurality of business applications comprises an ordering application, a maintenance application, and a billing application.

5. (Currently Amended) The unified shared business application system of claim 1, wherein each of ~~said~~ the plurality of business applications ~~are~~ is integrated across products and technologies associated with ~~said~~ the users of ~~said~~ the business channels.

6. (Currently Amended) The unified shared business application system of claim 1, wherein ~~said~~ the database warehouse comprises a virtual unified database and is updated based on actions taken by ~~said~~ the plurality of business applications in response to ~~said~~ the user selections.

7. (Currently Amended) The unified shared business application system of claim 1, wherein ~~said~~ the ~~CGI~~ common customer identifier is associated with at least one a master customer number (MCN), where ~~each of said at least one~~ MCN the master customer number is associated with a business sub-entity of ~~said~~ the enterprise.

8. (Currently Amended) The unified shared business application system of claim 7, wherein ~~said~~ the plurality of business applications ~~utilize said MCN~~ utilizes the master customer number to retrieve information from ~~said~~ the database warehouse.

9. (Currently Amended) The unified shared business application system of claim 1, wherein ~~said~~ the unified portal is a host for accessing ~~said~~ the plurality of business applications.

10. (Canceled).

11. (Currently Amended) The unified shared business application system of claim 1, wherein said the unified portal comprises an interface for providing graphical and textual information.

12. (Currently Amended) A method of unifying and sharing business applications with respect to a user of a business channel, comprising:

authenticating and authorizing, at a unified portal of ~~at least one~~ a server, user preferences and restrictions in response to a user request for access;

providing, at an enterprise function module of ~~said at least one~~ the server, a common customer identifier (CCI) for users associated with a plurality of business channels of an enterprise, wherein said the enterprise function module associates a CCI the common customer identifier to each user accessing said the unified portal, wherein ~~said CCI~~ the common customer identifier provides an indicium of priority for servicing an enterprise customer;

integrating, at an integrated applications system of ~~said at least one~~ the server, in response to a user selection of a business application, information associated across a plurality of business applications with respect to products and services to produce integrated business applications in response to authorized user selections of ~~at least one~~ a business application from said the unified portal; and

storing, at a database warehouse of ~~said at least one~~ the server, information associated with said the business channels, each user, and said the products and services.

13. (Currently Amended) The method of claim 12, wherein said the providing at said the enterprise function module further comprises associating a plurality of sub-enterprise entities associated with said the user.

14. (Currently Amended) The method of claim 12, wherein ~~said~~ the plurality of business channels comprises ~~at least one of:~~ a customer channel, a sales channel, an alliances channel, ~~[[or]]~~ and an internal operations channel.

15. (Currently Amended) The method of claim 12, wherein ~~said~~ the integrating step comprises integrating information associated with an ordering application, a maintenance application, and a billing application with respect to ~~said~~ the user selection.

16. (Currently Amended) The method of claim 12, wherein ~~said~~ the integrating step further comprises integrating ~~said~~ the plurality of business applications across products and technologies associated with ~~said~~ the users of ~~said~~ the business channels.

17. (Currently Amended) The method of claim 12, wherein ~~said~~ the storing information at ~~[[a]]~~ the database warehouse further comprises updating ~~said~~ the information based on actions taken by ~~said~~ the plurality of business applications in response to ~~said~~ the user selections.

18. (Currently Amended) The method of claim 12, wherein ~~said~~ the providing, at ~~[[an]]~~ the enterprise function, ~~[[a]]~~ the common customer identifier (CCI) for users associated with ~~[[a]]~~ the plurality of business channels further comprises associating ~~said with at least one~~ a master customer number (MCN), where each ~~of said at least one MCN~~ the master customer number is associated with a business sub-entity of ~~said~~ the enterprise.

19. (Currently Amended) The method of claim 18, further comprising utilizing ~~said MCNs~~ the master customer number associated with ~~said~~ the business applications to retrieve information from ~~said~~ the database warehouse.

20. (Currently Amended) The method of claim 12, wherein said the authenticating and authorizing at said the unified portal further comprises selectively permitting accessing to said the plurality of business applications.

21. (Canceled).

22. (Currently Amended) The method of claim 12, wherein said the unified portal comprises providing a user interface for displaying graphical and textual information.